

## Aylesbury Vale Councillor Update

### Economic Profile of Marsh Gibbon Ward



April 2014



**VALE BUSINESS FLOOR SPACE  
GREW BY 43,000m<sup>2</sup>  
FROM 2008-2012**



**VERY SMALL COMPANIES  
IN VALE 76% EMPLOYING  
FEWER THAN 5 PEOPLE**



**10% OF  
VALE WORKERS  
ARE HOME BASED**

## 1.0 Introduction

Marsh Gibbon is home to 3,412 people and provides 500 jobs in 155 businesses. Of these businesses, 10 (6.5 per cent) are Buckinghamshire Business First members.

There were 1,806 employed people aged 16-74 living in Marsh Gibbon ward at the 2011 Census, 504 more than the 1,302 recorded in 2001. Over that period the working age population rose 559 to 2,163 while the total population rose 980 to 3,412. The number of households rose by 311 (32.6 per cent) to 1,264. This is a significant percentage increase and places the ward 4<sup>th</sup> out of all wards in Aylesbury Vale. Based on the increase in number of households, the ward ranks 5<sup>th</sup> out of all wards in Buckinghamshire.

The largest companies in Marsh Gibbon include:

- Lime Tree Court;
- Marsh Gibbon C of E School;
- Elmtree Enterprises Ltd;
- KJN Services;
- Kudos Blinds Ltd;
- Rhino Asphalt Solutions Ltd; and
- Twyford C of E First School

There are 12 **Job Seekers' Allowance claimants living in** Marsh Gibbon, representing 0.6 per cent of working age residents, including five claimants aged 18-24 and ten who have been claiming for less than six months.

Superfast broadband is expected to be available to 39 per cent of premises in the Marsh Gibbon ward by March 2016 with commercial providers responsible for 3 per cent. The Connected Counties project, run by BBF, deliver the remaining 36 per cent through its interventions in Bicester, Buckingham, Finmere, Grendon Underwood, Stratton Audley and Steeple Claydon exchange areas. BBF is seeking to deliver an extended superfast footprint via additional funding, adaptation of downstream technology and contract claw-back mechanism.

At the time of the 2001 Census<sup>i</sup>, of the 1,365 employed residents, 384 people lived and worked in the ward, with the most common destinations by local authority district being:

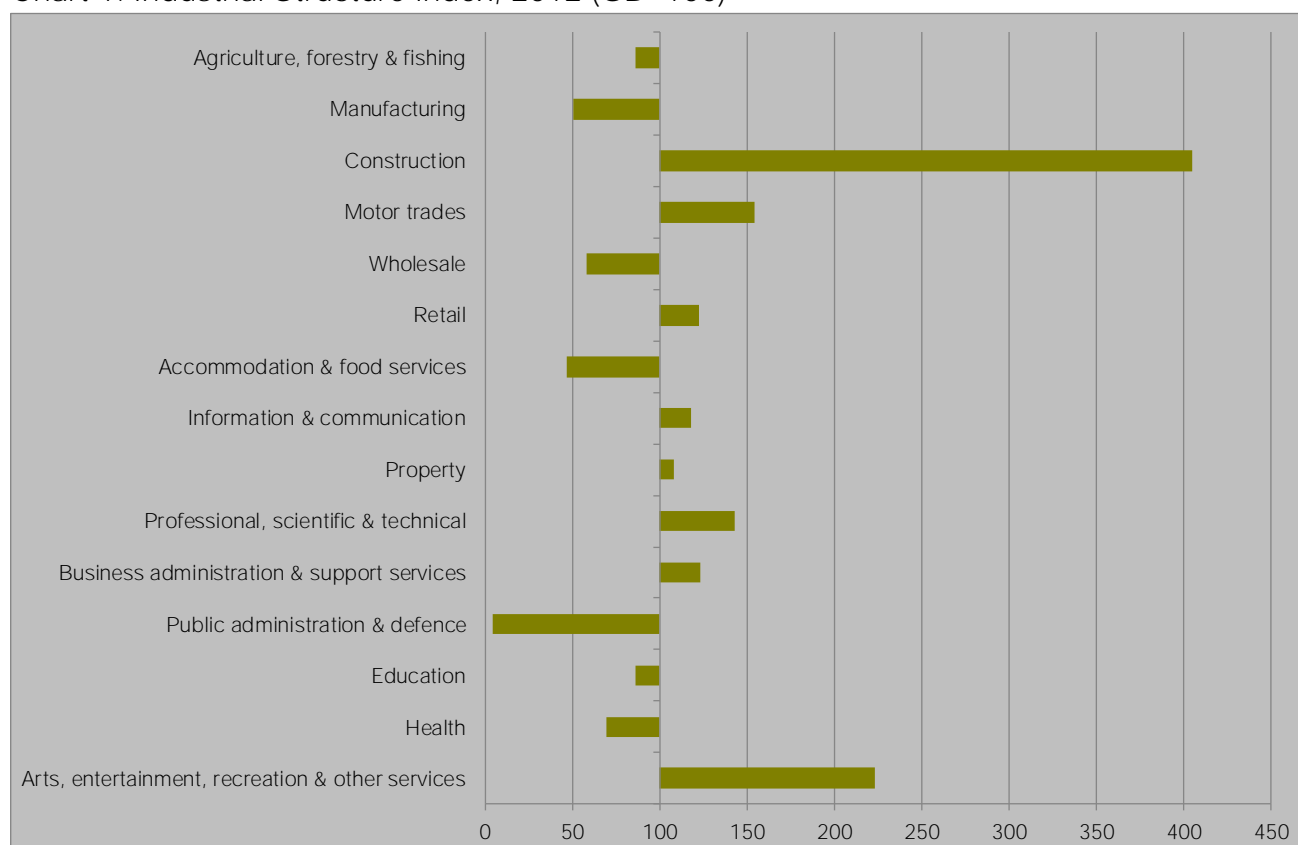
- Aylesbury Vale (692, 50.7 per cent)
- Cherwell (253, 18.5)
- Oxford (62, 4.5)
- Milton Keynes (61, 4.5)
- South Oxfordshire (33, 2.4)
- Dacorum (31, 2.3)
- Wycombe (24, 1.8)
- South Northamptonshire (17, 1.2)

## 2.0 Industrial structure

There are 155 businesses located in Marsh Gibbon employing 500 people. Of these businesses, 141 are micro businesses, employing fewer than 10 people.

Marsh Gibbon is over-represented in construction which makes up 18.7 per cent of employment in the ward. This ranks Marsh Gibbon at 387<sup>th</sup> out of all wards for employment in the sector. Other sectors which appear to be reasonably over-represented include arts, entertainment, recreation and other services which account for 10.0 per cent of employment. The ward is ranked 914<sup>th</sup> out of all wards for employment in the sector..

Chart 1: Industrial Structure Index, 2012 (GB=100)



Source: BRES, ONS, 2013

Under-represented sectors in the ward include public administration & defence which makes up only 0.2 per cent of employment in the ward ranking Marsh Gibbon 4,826<sup>th</sup> out of all wards. Other under-represented sectors include accommodation & food services (3.2 per cent) and manufacturing (4.3 per cent). The ward is ranked 6,656<sup>th</sup> and 4,310<sup>th</sup> for employment in the respective wards.

## 2.1 The Industrial Strategy and the Plan for Growth

The Government's economic objective is to secure sustainable economic growth. The Plan for Growth and the Industrial Strategy set out policies to realise this objective and to rebalance the economy, which include focusing on sectors expected to deliver strong growth. Aylesbury Vale's economy is well-represented in these sectors, particularly aerospace, the information economy and professional and business services.

While Marsh Gibbon provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is professional & business services, which accounts for 18.9 per cent of employment, ranking Marsh Gibbon at 863<sup>rd</sup> among English wards.

Table 1: Employment in selected industrial strategy sectors, 2012

	Education	Professional and Business Services	Construction	Information Economy
Aylesbury Vale	10.1	16.3	5.4	2.7
Buckinghamshire	9.3	15.0	5.5	4.4
England	4.6	12.9	4.6	3.0
Marsh Gibbon	7.9	18.9	15.7	2.6

Source: BRES, ONS, 2013

At 15.7 per cent, the proportion of Marsh Gibbon's jobs in the construction sector is the 585<sup>th</sup> highest of all wards in England, the proportion is above that of both the county level and the district level.

## 3.0 Labour market

At 74.1 per cent of 16-74 year olds, Marsh Gibbon's employment rate is among the highest in the country. Marsh Gibbon has a proportion of 36.5 per cent of its residents qualified to degree level or higher. Furthermore, 54.6 per cent work in managerial, professional or technical occupations.

In Aylesbury Vale the wards most similar to Marsh Gibbon are Pitstone, Tingewick and Cheddington with 20 of the other 35 wards among the top thousand closest matches. The least similar ward in the district is Southcourt, one of three wards in Aylesbury to rank lower than the 6,000<sup>th</sup> closest match along with Gatehouse and Quarrendon.

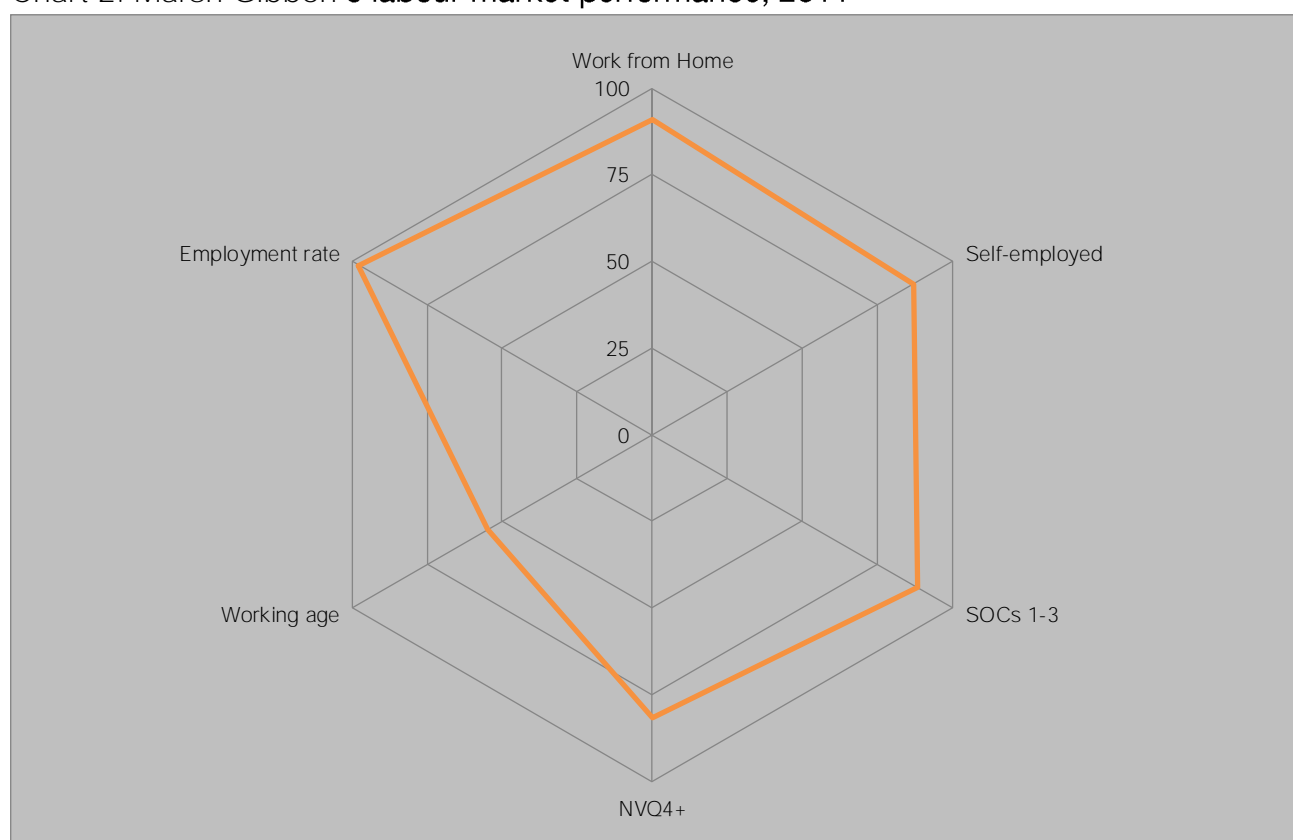
Table 2: Marsh Gibbon's labour market performance &amp; nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Marsh Gibbon	8.7	16.3	54.6	36.5	63.4	74.1
Pitstone	7.0	14.4	53.0	34.7	63.8	72.7
Tingewick	9.8	17.6	53.5	35.8	62.1	71.0
Cheddington	7.2	16.8	54.8	40.0	64.8	71.4
Aston Clinton	7.1	15.0	55.3	36.6	62.7	68.9
Brill	8.5	18.9	52.4	37.1	61.8	71.5

Source: Census, 2011

Marsh Gibbon has a high level of those who work from home and are self-employed. Furthermore, as stated previously, the ward has a high level of those educated to degree level or higher and those working in managerial, professional and technical roles. Marsh Gibbon looks to have a high employment rate and level of working age residents.

Chart 2: Marsh Gibbon's labour market performance, 2011

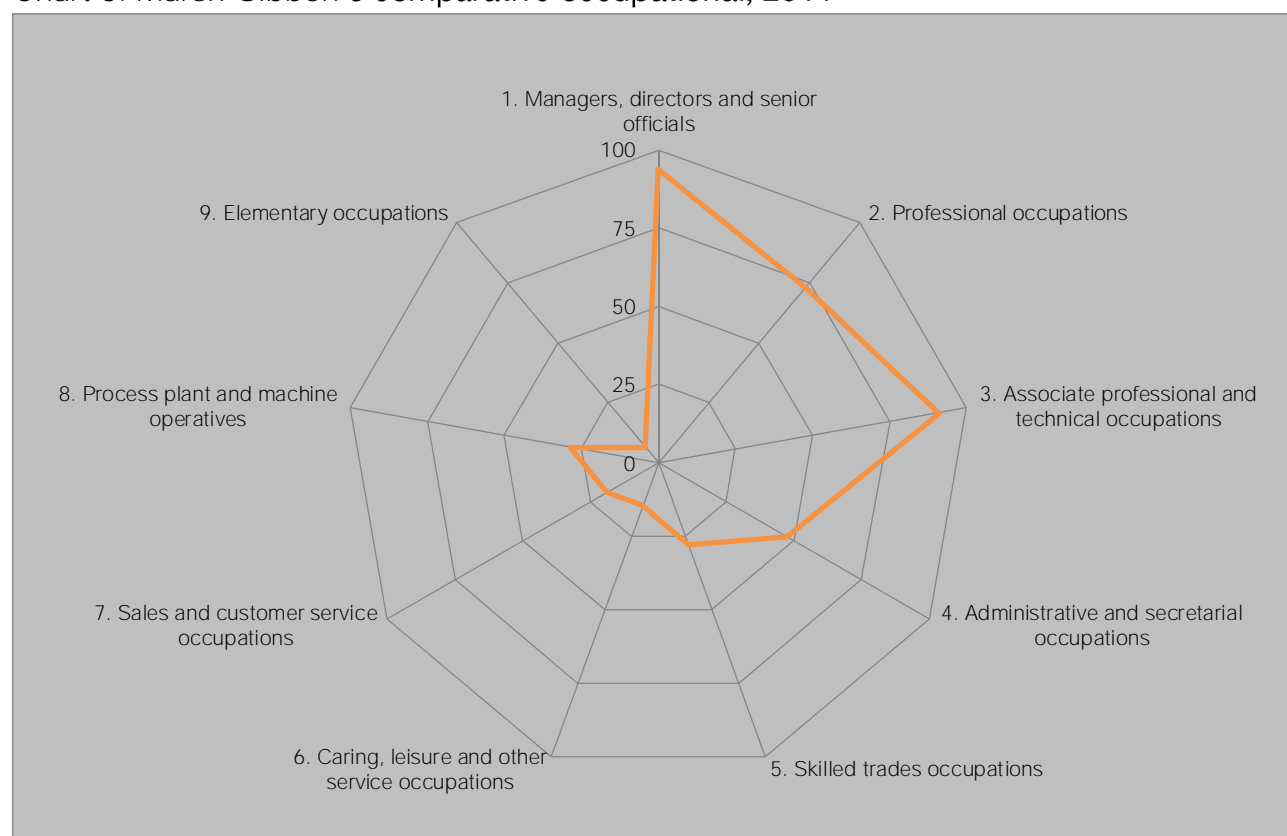


Source: Census, 2011

## 4.0 Occupational Structure

Marsh Gibbon's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 54.6 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for both managerial and technical occupations. In contrast Marsh Gibbon ranks in the bottom quartile for other occupations, with only 7.3 per cent, 5.7 per cent and 5.8 per cent of working residents employed in caring, sales/customer service and elementary occupations respectively.

Chart 3: Marsh Gibbon's comparative occupational, 2011



Source: Census, ONS, 2011

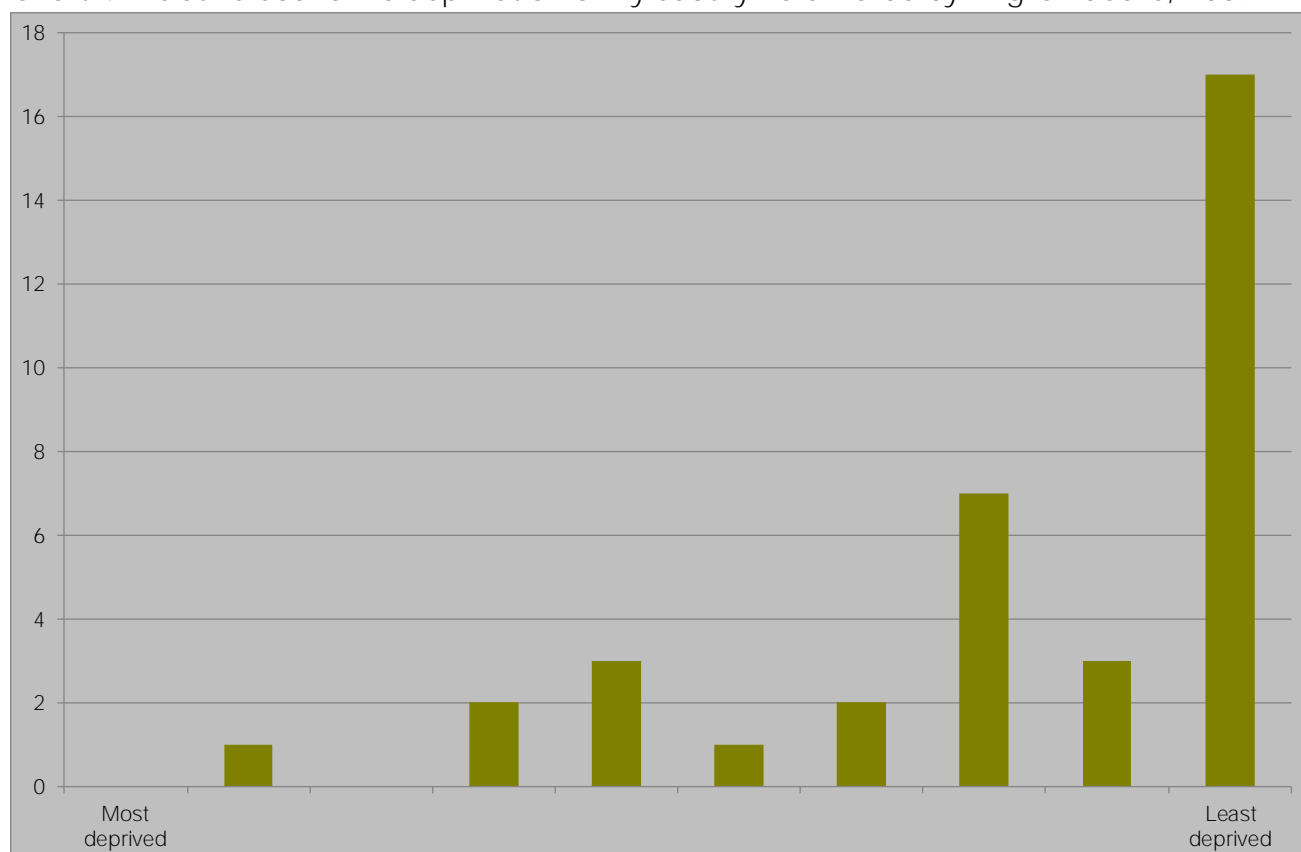
## 5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with Aylesbury Vale having the 37th lowest economic deprivation of all 326 local authority districts in England, behind South Bucks (10th) and Chiltern (13th) but ahead of Wycombe (69th). Chart 4 demonstrates the concentration of Aylesbury Vale's wards among the least deprived in England with 17 of the 36 wards featuring among the least deprived 10 per cent of all wards in England and only six ranking among the most deprived half of English wards, a stark contrast to the London Borough of Newham where no ward ranks above halfway, highlighting the challenge Aylesbury Vale faces to attract resource tackle deprivation.

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Marsh Gibbon has the 252<sup>nd</sup> lowest economic deprivation of the 7,707 wards in England and the 4<sup>th</sup> least economically deprived of the 36 Aylesbury Vale wards. Marsh Gibbon is the 20<sup>th</sup> least economically deprived among the 108 wards in Buckinghamshire. The position of Aylesbury Vale's wards in England is shown in below, with Marsh Gibbon one of the 17 wards shown in England's least deprived decile.

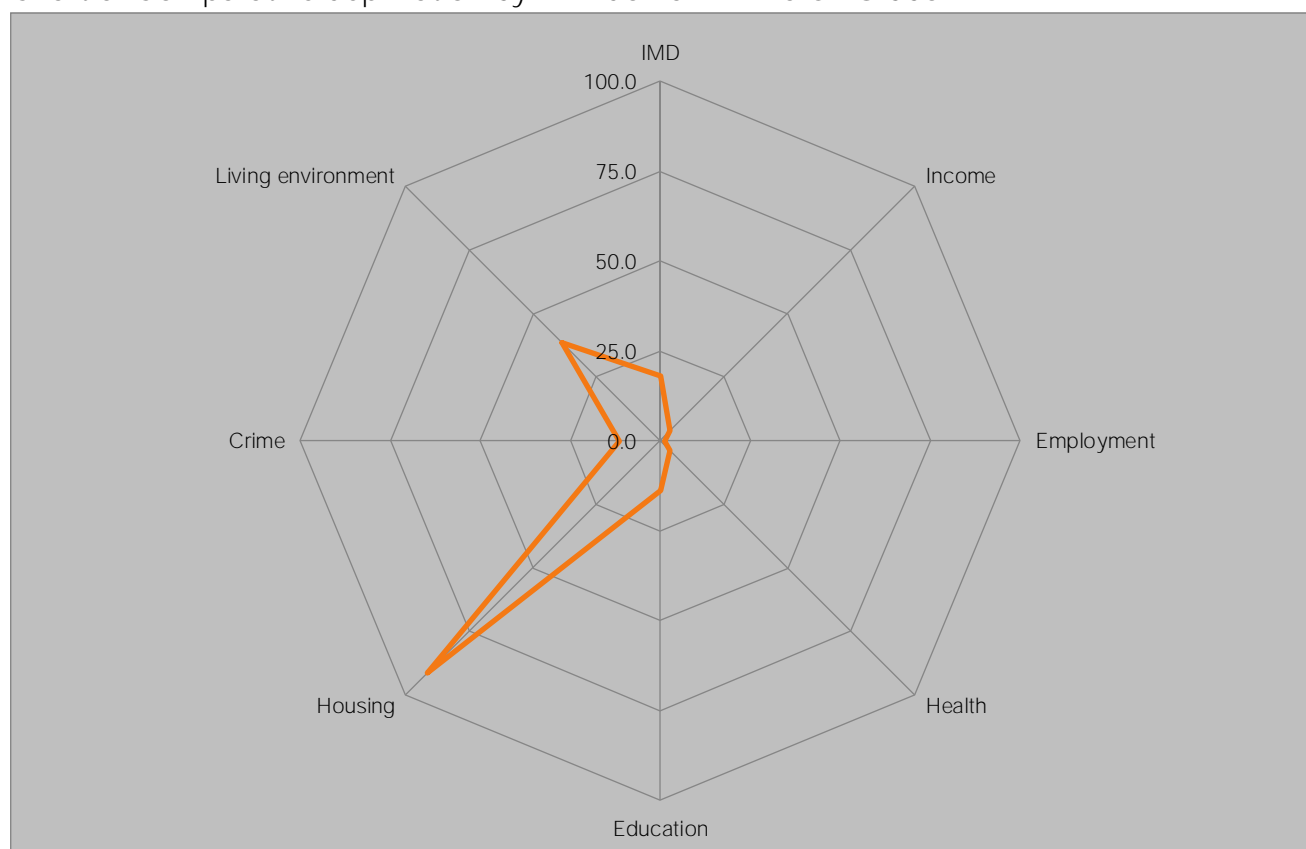
Chart 4: Relative economic deprivation of Aylesbury Vale wards by English decile, 2009



Source: DCLG, 2012

Marsh Gibbon ranks 6,531<sup>st</sup> out of all wards in England based on the Index of Multiple Deprivation<sup>ii</sup>; this makes it among the least deprived decile in England, above Aylesbury Vale's **average rank of 6006<sup>th</sup>**, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Marsh Gibbon



Source: DCLG, 2010

The wards in Aylesbury Vale most closely matching Marsh Gibbon's deprivation profile are presented in Table 3. Nationally, the closest matches are Ettington (Stratford-on-Avon), Balsham (South Cambridgeshire) and Bourne Valley (Test Valley), while Stewkely and Brill are the most similar in Aylesbury Vale ranking as the 3<sup>rd</sup> and 60<sup>th</sup> most similar of all English wards. Of the 36 Aylesbury Vale wards 20 are among the 1,000 best matches including four in the top 100, however Southcourt is only the 6,333<sup>rd</sup> closest match.

Table 3: Deprivation Nearest Neighbours

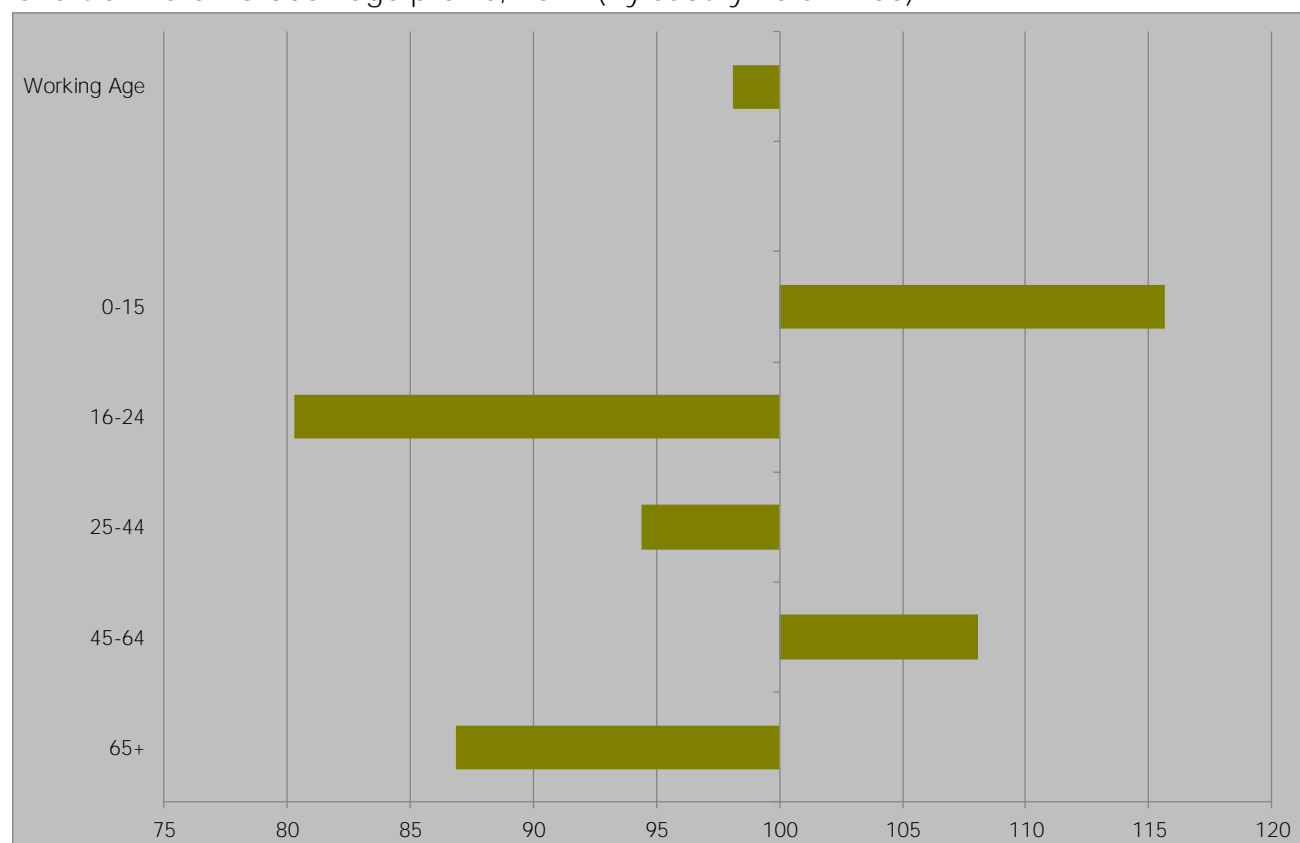
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Marsh Gibbon	17.9	3.9	1.2	4.1	13.9	91.3	11.3	38.3
Stewkley	19.0	7.8	3.9	6.8	6.6	93.7	7.3	32.9
Brill	19.7	14.8	5.5	21.7	18.3	89.3	17.9	28.7
Quinton	9.2	4.9	15.8	11.0	8.8	81.9	3.5	28.3
Grendon Underwood	29.9	4.4	2.6	18.4	29.7	97.2	13.9	27.8
Wingrave	17.9	9.2	6.1	7.1	16.7	89.6	26.8	13.6

Source: DCLG, 2010

## 6.0 Demography

At 38.3 years, Marsh Gibbon's **average age** is below the 40.0 recorded across Aylesbury Vale as well as the county average of 41.0. This makes Marsh Gibbon one of the younger wards in England as suggested by the high proportion of 0-15 year olds in Chart 6. In terms of age structure, two of the wards in Aylesbury Vale most similar to Marsh Gibbon are Buckingham South and Buckingham North with average ages of 38.1 and 38.8 respectively.

Chart 6: Marsh Gibbon age profile, 2011 (Aylesbury Vale = 100)



Source: Census, ONS, 2013

Marsh Gibbon has a lower proportion of working age residents than Aylesbury Vale at only 63.4 per cent. This ranks Marsh Gibbon at 3,565<sup>th</sup> of all wards in England based on proportion of residents at working age. Marsh Gibbon has a significantly high proportion of those aged 0-15 at 23.6 per cent. This ranks Marsh Gibbon at 449<sup>th</sup> of all wards in England putting it among the highest quintile of all wards in England for this age bracket.

Table 4: Aylesbury Vale's demography by ward

	0-15	16-64	65+
Aylesbury Vale	20.4	64.6	15.0
Aston Clinton	18.4	62.7	18.9
Aylesbury Central	16.2	71.5	12.3
Bedgrove	19.1	59.7	21.2
Bierton	16.3	59.8	23.9
Brill	18.3	61.8	19.9
Buckingham North	18.0	66.6	15.4
Buckingham South	20.8	66.4	12.8
Cheddington	20.0	64.8	15.2
Coldharbour	21.6	72.3	6.1
Edlesborough	19.2	62.8	18.1
Elmhurst and Watermead	22.0	66.6	11.4
Gatehouse	22.8	64.4	12.8
Great Brickhill	17.1	65.0	17.9
Great Horwood	20.6	64.9	14.5
Grendon Underwood	18.3	70.7	11.0
Haddenham	19.9	62.7	17.4
Long Crendon	19.1	61.0	19.9
Luffield Abbey	23.3	63.2	13.6
Mandeville and Elm Farm	19.4	68.6	12.0
Marsh Gibbon	23.6	63.4	13.0
Newton Longville	16.8	62.2	21.0
Oakfield	20.1	67.3	12.7
Pitstone	22.9	63.8	13.3
Quainton	20.9	61.7	17.4
Quarrendon	24.2	66.5	9.3
Southcourt	25.2	64.2	10.6
Steeple Claydon	18.8	66.8	14.4
Stewkley	20.6	60.7	18.7
Tingewick	20.4	62.1	17.5
Waddesdon	20.7	64.6	14.7
Walton Court and Hawkslade	23.9	69.2	6.9
Weedon	18.3	64.9	16.8
Wendover	21.8	58.8	19.4
Wing	18.3	64.0	17.6
Wingrave	18.4	65.4	16.2
Winslow	17.2	61.9	20.9

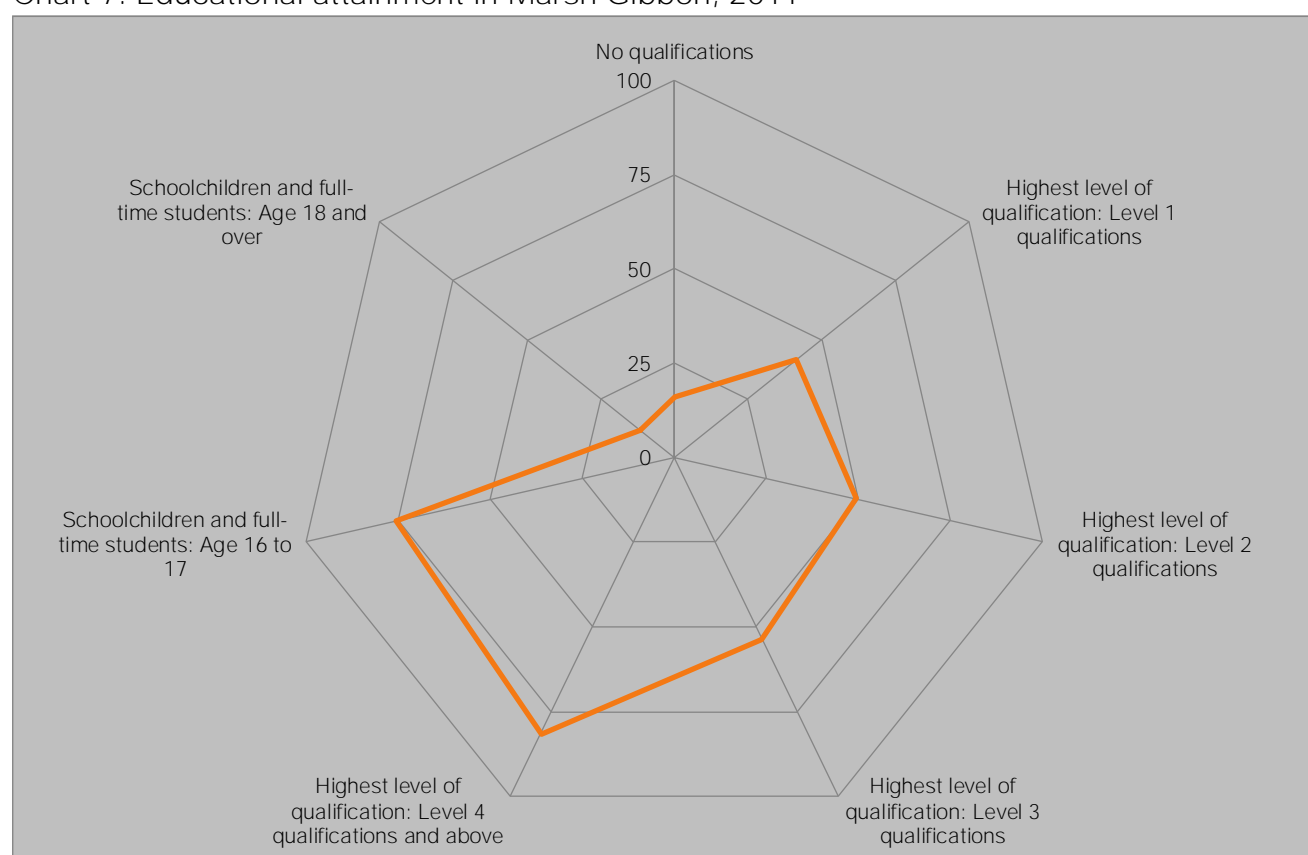
Source: Census, 2011

## 7.0 Educational attainment

Aylesbury Vale is one of the best qualified places in the country, with only 17.8 per cent of residents aged 16 and over holding no qualifications, well below the 22.5 per cent recorded across the country as a whole, while 32.0 per cent hold degree level qualifications, well above the national level of 27.4 per cent.

Marsh Gibbon's population has a higher educational attainment than the district's overall, with only 15.4 per cent having no qualifications and 36.5 per cent educated to degree level or higher. Only 3.1 per cent of Marsh Gibbon residents are schoolchildren or full-time students aged 16 to 17. This is significantly lower than other wards in Aylesbury Vale. The ward's performance compared to all wards in England is presented in Chart 7 below.

Chart 7: Educational attainment in Marsh Gibbon, 2011



Source, Census, 2011

Marsh Gibbon is most similar to Swavesey (Cambridgeshire), Compton (West Berkshire) and Thornbury South & Alveston (South Gloucestershire) of all English wards with regard to educational attainment. In the district the most similar wards are Cheddington, Aston Clinton and Great Horwood, with 19 of the other 35 wards ranking inside the top 1000 matches but with Quarrendon and Southcourt both ranking outside the top 7,000.

Table 5: Educational attainment nearest neighbours, 2011

	No qualifications	Highest level of qualification: Level 1 qualifications	Highest level of qualification: Level 2 qualifications	Highest level of qualification: Level 3 qualifications	Highest level of qualification: Level 4 qualifications and above	Schoolchildren and full-time students: Age 16 to 17	Schoolchildren and full-time students: Age 18 and over
Marsh Gibbon	15.4	13.0	16.2	11.9	36.5	3.1	1.9
Cheddington	12.7	13.2	16.0	11.7	40.0	3.2	1.9
Aston Clinton	16.6	12.3	15.9	11.4	36.6	2.9	2.0
Great Horwood	14.1	11.7	16.3	12.1	39.2	3.6	2.0
Pitstone	15.5	13.7	17.0	12.0	34.7	3.4	1.3
Winslow	18.3	12.7	15.9	11.3	34.3	2.9	1.8

Source: Census, ONS, 2011

## 7.1 Marsh Gibbon **Schools' OFSTED reports**

Buckinghamshire has the strongest schools performance any LEP<sup>iii</sup>, with over a quarter of school leavers' going on to a Russell Group university, including 3.7 per cent to Oxbridge, and 88.0 per cent of young people in the county achieving at least NVQ level 2 by 19. Marsh Gibbon's schools make a full contribution to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

### 7.1.1 Marsh Gibbon Church of England Infant School (Key Stage 1)

In 2012, 79 per cent of pupils attained Level 2 or higher in the Key Stage 1 reading test and assessment and 67 per cent of pupils attained Level 2 or higher in the Key Stage 1 writing test and assessment. The results placed the school in the lowest quintile on both accounts. In the same year, 88 per cent of pupils attained Level 2 or above in the Key Stage 2 maths assessment, a decrease of eight percentage points on the previous year. The result placed the school in the bottom 40 per cent of all schools.

In the same year, the attendance rate at the school was 96.4 per cent. The attendance rate has increased by 0.3 percentage points since 2011. This attendance rate is in the top 40 per cent of all schools.

### 7.1.2 Twyford Church of England School School (Key Stage 1)

In 2012, 88 per cent of pupils attained Level 2 or higher in the Key Stage 1 reading assessment and 82 per cent of pupils attained Level 2 or higher in the Key Stage 1 writing assessment. The results placed the school in the middle 20 per cent and lowest 40 per cent respectively. In the same year, 94 per cent of pupils attained Level 2 or higher in the Key Stage 1 mathematics test and assessment. This is an increase of one percentage point on 2011 and places the school in the third quintile of all schools.

In 2012, the attendance rate for the school was 97.8 per cent. The attendance rate marks an increase in 3.9 percentage points since 2011 and places the school in the top 20 per cent of all schools.

### 8.0 Buckinghamshire Business First in Marsh Gibbon

Of the 155 businesses in Marsh Gibbon, 10, or 6.5 per cent are Buckinghamshire Business First members. BBF members in the ward are presented below.

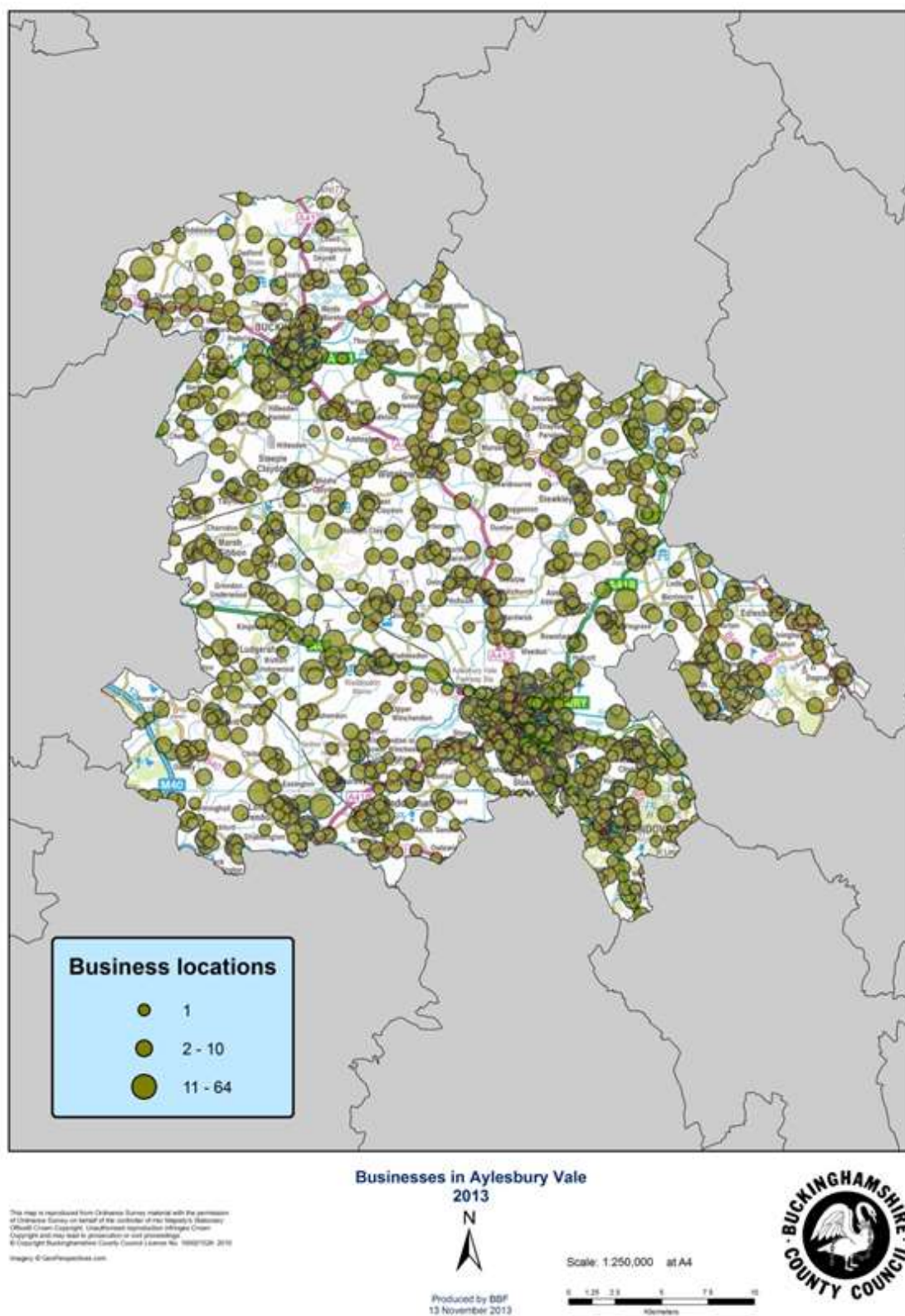
- Richard Clapham
- Cleft Wood Co Ltd (1-5 employees)
- Holly Small Design (1-5 employees)
- Sprung Media Ltd (1-5 employees)
- Well Women Academy (1-5 employees)
- Kelly Jo Photography (Self)
- Spire Businesses (Self)
- Style By Jo (Self)
- The Silk Home Ltd (Self)
- You Can Do Solutions (Self)

Of these, a number have attended events held by Buckinghamshire Business First. Such events have been attended by a number of other businesses across the Aylesbury Vale district and serve as an excellent opportunity for networking and business development.

**BBF managed the consultants' report that estimated HS2's cost to Buckinghamshire at £44m per annum during construction and will continue to lead on socio-economic work for Buckinghamshire as mitigation work progresses, having drafted the relevant section in the Buckinghamshire Blueprint document.**

## 9.0 Businesses in Aylesbury Vale

The distribution of businesses in Aylesbury Vale is shown in the map below. With 155 businesses, Marsh Gibbon has 1.9 per cent of the district's total, providing work for 0.7 per cent of the district's workforce.



<sup>i</sup> Travel to work data from the 2011 Census are expected to be released in 2014.

<sup>ii</sup> See <https://www.gov.uk/government/publications/english-indices-of-deprivation-2010>

<sup>iii</sup> See for example BBF's analysis of school leavers' destinations and educational attainment aged 19: <http://www.bbf.uk.com/download/226> and <http://www.bbf.uk.com/download/228>